

ANNUAL REPORT

20
19



BROKEN  ARROW
CHAMBER of COMMERCE

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Board of Directors

Broken Arrow Chamber Officers

Alvin Bailey, Chair
Blue Bell Creameries

Lauren Smith, Chair Elect
VAST Bank

Mike Cooper, Past Chair
AT&T

Mike Scrimsher, Secretary
Royal Printing

Dawn Seing, Treasurer
Dawn Seing/McGraw REALTORS

Broken Arrow Chamber Board of Directors

Jennifer Conway*
Broken Arrow Chamber

Ben Buie
Potbelly's & CJ Moloney's

Eric Kehmeier
Integrated Business
Technologies

Todd Schuster
Saint Francis Hospital South

Ted Cundiff*
AVB Bank

Tiffani Bruton
Cox Communications

Rosie Kramer
TTCU Federal Credit Union

Pete Selden
Tulsa Community College

Justin Dampf*
Nabholz

Sanjita Patel Chatterjee
3S Hospitality

Josh Miller
The Persimmon Group

Vincent Snelling
Stoney Creek Hotel & Conference
Center

Michael Gordon*
Public Service Company
of Oklahoma

Dr. Janet Dunlop
Broken Arrow Public Schools

Aaron Morris
Kinetic by Windstream

Michael Spurgeon
City of Broken Arrow

Brittany Littleton*
Littleton Legal PLLC

Farrah Fulps
Arrow Exterminators, Inc.

Cindy Morrison
SocialVention

Craig Thurmond
City of Broken Arrow

Dr. Scott Williams*
TulsaTech

Dr. Kirt Hartzler
Union Public Schools

Clint Morrison
Advance Alarms

Walter Still
Floral Haven Funeral Home

Jim Beavers
The Arrow Group

Dr. Scott Hibbits
Stonewood Vision Source

Clint Redwine
Magnum Construction

Lynda Wingo
Miss Helen's Private School

*Indicates Executive Committee

Dr. Roy Wood
NSU Broken Arrow

Economic Development Board of Directors

Jim Beavers, Chair
The Arrow Group

Davis Robson, Secretary
The Robson Companies

Dr. Janet Dunlop
Broken Arrow Public Schools

Scott Wise, Chair Elect
Armada Consulting

Craig Thurmond, Mayor
City of Broken Arrow

Norman Stephens
City of Broken Arrow

Ted Cundiff, Treasurer
AVB Bank

Dr. Steve Tiger
TulsaTech

Darla Heller
Broken Arrow Chamber

Rob Whitlock, Past Chair
BTC Broadband

Michael Spurgeon
City of Broken Arrow

Steve Allen
Broken Arrow Public Schools

Jennifer Conway
Broken Arrow Chamber

A Message from the President and CEO

2019 was a year of building. Building a vision, building a foundation. The Boards of Directors and staff worked to understand what the business community and our membership requires to ensure we are the Chamber of Commerce and Economic Development Corporation that Broken Arrow needs and deserves. Changes have been made to the bylaws, policies, and procedures that govern the organization to ensure this Chamber and its people operate with integrity and transparency, the principles we were founded on. A clear program of work was established with goals, and the associated metrics to track our success. But most of all, we spent the time defining what and who the Broken Arrow Chamber is and why do we exist. A new logo, brand promise and mission were created to communicate this:

A simple sentence to encompass our core belief: **Where business grows, the community thrives.**

Our mission is to help our members, and the entire business community grow so all of Broken Arrow continues to thrive. The Chamber and EDC will work diligently to provide the support and resources that will assist our members and those new businesses who are looking to make Broken Arrow their new home to achieve their desired growth. We will be the strongest voice in advocating for what matters and continues to create a pro-business environment in Oklahoma.

Looking towards 2020, we have the leadership, vision and plan to now develop the programming and resources that help our members thrive. Stay tuned for more changes and announcements for the things to come. Thank you for being a part of the Broken Arrow Chamber of Commerce. It is going to be a great year for Broken Arrow!



Jennifer Conway

President and CEO of the Broken Arrow Chamber and EDC

2019 Board Chair

"I have been grateful to serve the past two years as the Chair of the Chamber Board, but I am honored to pass the gavel onto a new chairman who I believe will do amazing things for this organization. Serving my community is something I am very passionate about and I look forward to seeing the continued growth and expansion of this City and Chamber."

Mike Cooper, 2019 Board Chair
AT&T



2020 Board Chair

"I am excited about the work we're going to do, the fun we're going to have doing the work and building relationships! My vision is for growth and prosperity. GO BA!"

Alvin Bailey, 2020 Board Chair
Blue Bell Creameries



Chamber of Commerce

Where business grows, the community thrives. Businesses grow when they have access to the right customers, suppliers, workforce, regulatory environment, infrastructure and education. The Broken Arrow Chamber provides resources, advocates, and acts as a community convener for membership and the business community.


The Broken Arrow Chamber of Commerce focuses in three key areas:


- **Business Resources:** Providing resources and services to assist our membership for their growth and success.
- **Advocacy:** Being the leading voice to and for business on legislative issues to ensure a pro-growth business environment.
- **Community Development:** Working to ensure Broken Arrow is the premier place to invest, live, and prosper through strategic partnerships with the City, education and the business community.



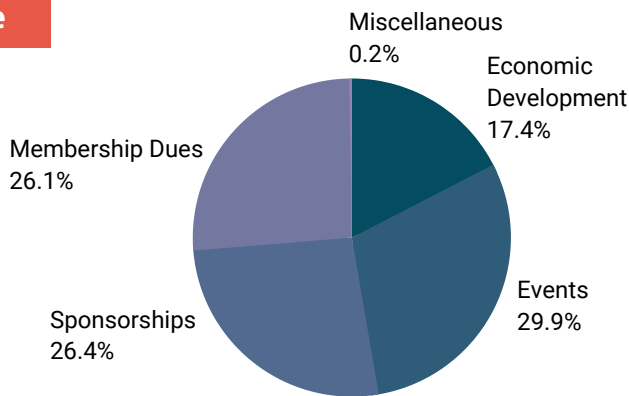
Chamber Staff at the Holiday After Hours hosted by AVB Bank.

2019 Overview

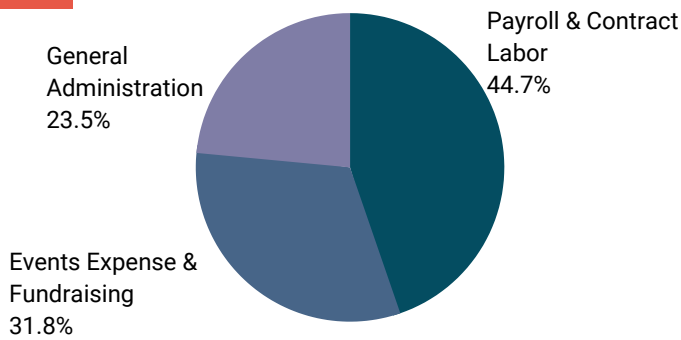
 **139** new members in 2019. This is a 20% increase from 2018.

 **691** total members as of 12/31/2019.

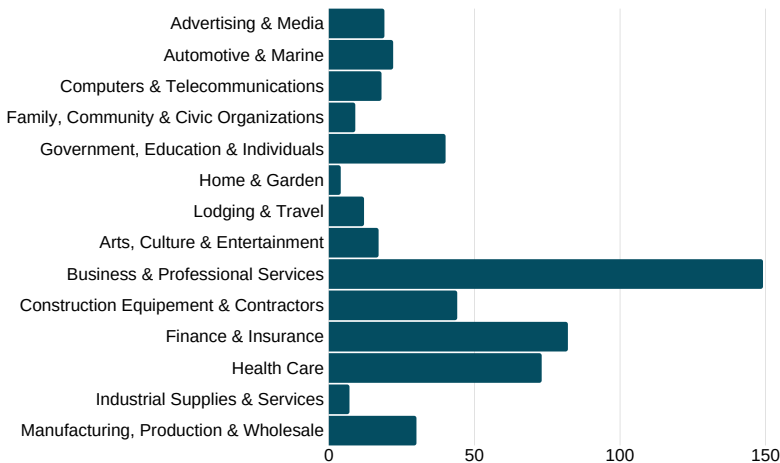
Revenue



Expenses



Members by Category



Economic Development

The Broken Arrow Economic Development Corporation strives to create wealth, jobs, and economic growth through the creation, attraction, and retention of business and talent in the community while facilitating innovation and creativity. BAEDC is a partnership of, and governed by, the business community, the municipality and education partners.



In October, BA celebrated the groundbreaking of Creek 51, a 90 acre-industrial development which will generate future investment and create new jobs.



Continental Industries announces 300 new positions for Broken Arrow.



BA is home to many international businesses. A Sweden-based global leader in heat transfer opened it's new manufacturing facility in BA this summer, making good on a 2017 announcement of completed phase 1 with the building of a 68,000 sq ft expansion.



Economic Overview

New Jobs Announced **458**

Total Capital Investment by Existing Companies **\$37M**

Sales Tax Generated **\$52M**

Commercial Permits Issued **150**

New Housing Starts **571**

Total Businesses **2,973**

Median Household Income **\$70, 845**

Total Workforce **57,898**

Responses to Relocation **17 (RFP's from ODOC), 37 (Local)**

Businesses Visited **100+**

Entrepreneurial Referrals **118 small businesses or start ups**

Consultant Visits/
Tradeshows **Paris, New York, Chicago, Denver, Indianapolis, Minneapolis/St. Paul**

Staff

Jennifer Conway, Chamber/EDC President and CEO

Darla Heller, VP Economic Development

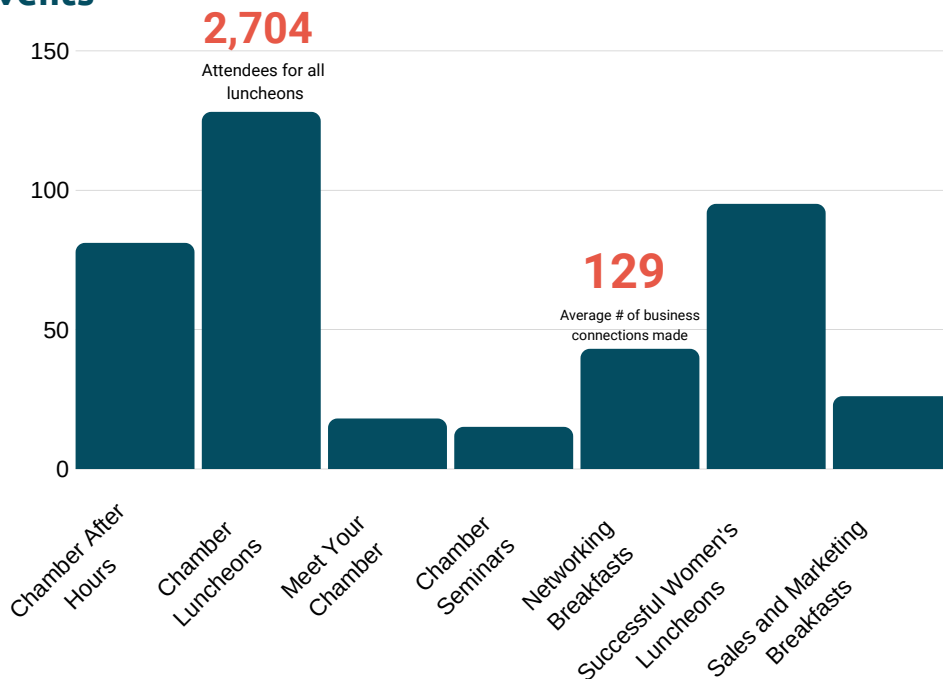
Michelle Ondak, Director Economic Development

More than 50 professionals from business and industry volunteered to ensure that BA freshmen were exposed to careers in manufacturing. BA is the 3rd largest city for manufacturing in the state of Oklahoma.

Business Resources: Educational Events

The Broken Arrow Chamber provides the resources the business community and membership require to grow and thrive. This is done primarily through providing networking opportunities, educational content, programming and a staff to assist in every way. We are constantly assessing the business landscape to provide the most innovative assistance to keep our businesses competitive.

Average number of people who attended our monthly events



136
Events held in
2019



Manufacturing Luncheon
231
attendees



10
events featuring an elected
official as the speaker

2019 Event Speakers and Topics:

- Katie Bullock | The Gathering Place
- Kim Goddard | Broken Arrow Neighbors
- Jesse Boudiette, Propeller Communication | What Small Businesses Need to Know about PR
- Jeff Chism with Brown Chism & Thompson, PLLC | Tax Awareness for Small Businesses
- Brian O'Hara with Congressman Hern's Office | Federal Updates
- Darla Heller with the BA Chamber and Economic Development Corporation
- Sean Lewis with Tier Level LLC | Digital Marketing Foundation
- Kelly Riggs with The Business LockerRoom | The Leadership Dilemma
- Meredith Peebles with the Lobeck Taylor Family Foundation | Entrepreneurship
- Dr. Melissa Leedy with Legacy Counseling Service | Managing Stress Before it Manages You
- Lisa Ford with the Broken Arrow Police Department
- Donna Meek with Staff One | HR for Small Businesses
- State Superintendent Joy Hofmiester | State of Education
- Secretary of Commerce and Workforce Development Sean Kouplen | Economic Outlook
- Jessica Kinsey with Prodigy & Co. | LinkedIn to Grow Your Network
- Elian Hurtado with Tulsa Habitat for Humanity | Women Empowerment
- Lt. Governor Matt Pinnell | State of the State
- Oklahoma Labor Commissioner Leslie Osborn | Workforce Development
- Sara Gallagher with The Persimmon Group | Communicating When No One Can See Your Face
- Nathan Hall with Anchor Media and Will Watrous with StructureM | Creating Your Brand
- City Manager Michael Spurgeon | State of the City



Oklahoma Labor Commissioner
Leslie Osborn



December Sales and Marketing Breakfast over
Creating Your Brand.

Business Resources: Networking and Exposure

BRAND EXPOSURE



Over 300 sponsorships
sold in 2019 **to 145**

different companies, which were seen by

over 42,900 event attendees.

RIBBON CUTTINGS & GROUND BREAKINGS



Over 65 in 2019.

WEBSITE



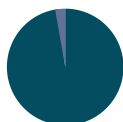
295,256 pageviews in 2019.



100% returning visitors

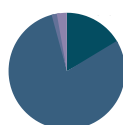
46% new visitors

Social Networks



• Other	85099
• Facebook	2423
• Instagram	3
• Instagram Stories	1
• Twitter	30
• Yelp	3

Mediums



• Direct	14312
• Organic Search	69523
• Referral	1264
• Social	2433



Top Pages in 2019

Buy Broken Arrow - Visits 173,192
Homepage - Visits 48,406
Events Calendar - Visits 6,522

LEADS GROUPS



Over \$10M

in dollars generated between
all three leads groups.

NEWSLETTERS & EMAILS



1,586 active contacts the
newsletters are sent to.

Opens by device



30%

38.55% is the industry average



70%

61.45% is the industry average

Average Open Rate



34%

19.18% is the industry average

Average Click Rate



9%

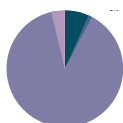
7.38% is the industry average

NETWORKING



25 networking events with an
average of **129** business
connections made.

Search Engines



• Ask	53
• Bing	4636
• Duckduckgo	691
• Ecosia.org	14
• Google	61549
• Yahoo	2580



Major Events

Annual Gala

Over 520
attendees

February 2nd

The Annual Gala is our black tie event where the Arrowhead Business Awards winners are announced and several community leaders are celebrated for their contributions to Broken Arrow. The Annual Gala is held at Stoney Creek Hotel and Conference Center and is followed by an after party held at the Blind Buffalo Bar. In 2019 we increased the number of tables sold, improved the after party by adding a second poker room and developed a check-in system that went more smoothly than in years past.



Rooster Days

Appx. 30,000 people
attended

May 9th -12th



Rooster Days is a proud Broken Arrow tradition and the longest running festival in Oklahoma. The festival takes place at Central Park on Main Street each year in May and is four days long. There is something for everyone at Rooster Days, including live entertainment, parade, Miss Rooster Days pageant, carnival food, wine garden, carnival rides and the ever-expanding Rooster Days market place. This is a local tradition that you do not want to miss! For all information regarding Rooster Days visit roosterdays.com. This year was not so forgiving with the rain, but it did not interfere with the any of our activities happening as planned. In 2020 we are excited to be releasing a new logo.

Golf Tournament

112 Golfers

June 24th

Held each spring, the Broken Arrow Chamber Golf Tournament provides fun throughout the entire day and chances to win even if your golf game isn't the greatest. The tournament features a morning and afternoon flight and is a four-person scramble with a shotgun start.

The golf tournament this year gave us some obstacles with it being right after the flood, but luckily Indian Springs Golf Course had a second course that was safe to play on.



Taste of Summer

Over 7,000 people
attended

July 20th



Taste of Summer is our annual all-you-can-eat Blue Bell Ice Cream Festival. Admission price is \$5 per person, kids 2 and under are free. Once within the festival gates, there is unlimited ice cream, great entertainment, a kids zone, touch-a-truck, and a marketplace. For all information regarding Taste of Summer, visit tasteofsummerba.com.

Something new this year was that the kids zone had water inflatables and we had the Broken Arrow Fire Department come out for a spray down to keep attendees cool.



57,000

servings of Blue Bell ice cream
were given out in 5 hours.



Main Street Burn

296 attendees

October 3rd

The most exclusive event of the year is the Main Street Burn Cigar Dinner and it sells out every year. The event is held outside at the Rose District Plaza and includes a steak dinner, a full bar and cigars. This posh evening is filled with networking amongst business and community leaders. There was a silent and live auction, as well as a raffle for a golf cart and a custom knife. This year we sold out at 30 tables, which is 4 more than we sold in 2018.



Wine Walk

Over 435 attendees

December 5th



The Broken Arrow Wine Walk is a fun night of wine tasting, food and shopping in the Rose District. Rose District retailers transform to wine tasting locations for the evening while restaurants hand out tasty treats. It is the perfect way to knock out holiday shopping while having fun and sampling some delicious wines and great food in Broken Arrow's historic arts and entertainment district. This year we sold 35 more tickets than 2018 and added a ninth wine stop. We also had silicone wine glasses with the wine walk branding that were placed in each swag bag.



Buy BA Drawing

75 participating merchants
1.58M tickets handed out

December 10th

Buy Broken Arrow is a our shop local campaign that encourages shopping in Broken Arrow during the holiday season. The campaign gives away a total of \$15,000, split into 3 prizes, \$10,000, \$3,000 and \$2,000. Our three lucky winners this year were Tammy Bailey from BA Tobacco Outlet (\$10,000), Nathan and Elisabeth Hicks from Lowes (\$3,000) and Sheri Holt from Mattress Firm (\$2,000).

Something new we tried this year was a #BuyBA Facebook contest for our small businesses (25 employees or less). The merchant with the most #BuyBA posts at the end of every week had a ticket drawn from their store and the winner received a \$250 gift card to the winning merchant's store. The winning merchants for the Facebook contest were Jade on Main, Fleet Feet BA, Martha's Health Food and Herbs and BA Family Drug North.



Advocacy



Over 700 hours of advocacy for our members and the business community.

Businesses are busy working on growing their companies. They often don't have the time to stay abreast of the rapidly changing legislative environment or really understand the impact it may have on them daily.

The Broken Arrow Chamber strives to be the leading voice to and for Broken Arrow businesses on legislative issues and advocate to ensure a pro-growth business environment. This year we created a legislative agenda that represents the top issues we believe impact the Broken Arrow business climate going into the 2020 Legislative session.

Issues were identified by the Broken Arrow Chamber Legislative Committee through membership feedback, city leadership, educational partners and strategic partner's agendas, including US Chamber of Commerce, Tulsa Regional One Voice Agenda as well as the Oklahoma State Chamber of Commerce. To view the 2020 Legislative Agenda, visit www.bachamber.com

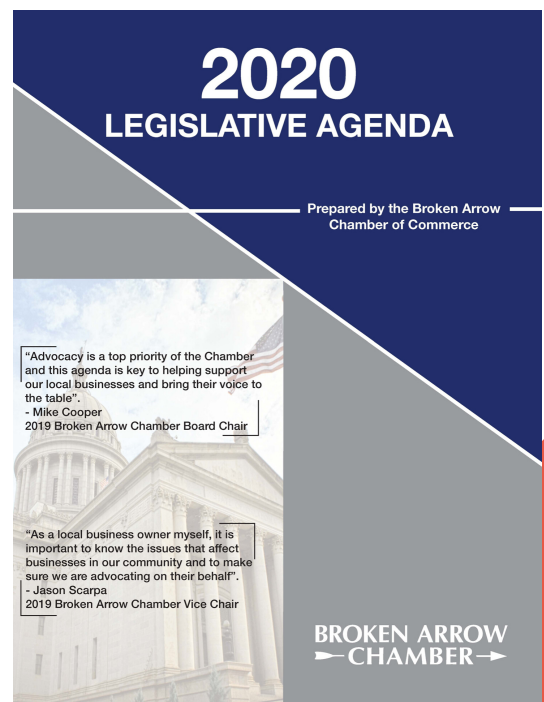
“

Advocacy is a top priority of the Chamber and this agenda is key to helping support our local businesses and bring their voice to the table.

- Mike Cooper
2019 Broken Arrow Chamber Board Chair

”

We have a Government Affairs Committee tasked with developing a legislative agenda that represents our members. The committee meets on the 2nd Friday of every month at the Chamber office at 8am. If you are interested in joining the committee, please email Lori Lewis at lori.lewis@bachamber.com.



Advocacy Cont.

ELECTED OFFICIALS WHO SPOKE AT A CHAMBER EVENT IN 2019

- US Congressman Kevin Hern
- Oklahoma Labor Commissioner Leslie Osborn
- Lt. Governor Matt Pinnell
- Tulsa County Commissioner District #1: Stan Sallee
- Tulsa County Commissioner District #2: Karen Keith (Chairman)
- Tulsa County Commissioner District #3: Ron Peters
- Secretary of Commerce and Workforce Development Sean Kouplen
- State Superintendent Joy Hofmeister

Chamber members receive important access to meet with key local, state and federal legislators that can help promote our collective interests of the business community. By attending governmental events hosted by the Chamber, you will have the opportunity to meet and network with elected officials.



Elected Officials Reception at Battle Creek Golf Club

September Government Breakfast at Main Street Loft



October Luncheon with Lt. Gov Matt Pinnell



Congressional Forum with Congressman Hern



Nov. Luncheon with OK Labor Commissioner

Community Development: Leadership Broken Arrow

Economic development is community development. When business grows, the community thrives. Community development is done through strategic partnerships and innovative leadership. The Broken Arrow Chamber works as the convener of strategic partners to create the plan for continued growth of Broken Arrow as well as ensures we have the leadership we need tomorrow to ensure continued success of our community.



74

Number of Businesses
Involved in LBA



470+

LBA Alumni

Leadership Broken Arrow provides participants the opportunity to have a unique perspective and understand the Broken Arrow Community, including the past, present and future. LBA also helps participants gain knowledge of their individual leadership skills and talents and how they can help meet the demands of our growing community. Graduates of LBA are in a position to influence the future of Broken Arrow through their community involvement.

Leadership Broken Arrow consists of one evening orientation session and 9 full-day sessions that meet monthly from September to May. Classes feature guest lecturers, experts in their respective fields, local area tours, visits to places with important community missions, leadership training, classroom participation, and an opportunity to network with other civic minded individuals.



LBA Alumni at kick off night

- Session 1: BA History Day
- Session 2: Social Services Day
- Session 3: Economic Development Day
- Session 4: City Government Day
- Session 5: Healthcare Day
- Session 6: Education Day
- Session 7: BA Chamber/ Arts and Humanity Day
- Session 8: Public Safety Day
- Session 9: Graduation Day

2018-2019 LBA Graduation Day



2018-2019 LBA Class



Chamber Ambassadors



Over **150**
hours

of volunteerism by the Ambassadors.

MEET OUR AMBASSADORS

Officers

President: Wheeler, Jamie - AVB Bank
Vice Chair: Pardon, Nicholas - Edward Jones
Secretary: Cooper, Aimee - OSECO
Social Chair: McDowell, Kelli - South BA Library
Communications: Maloney, Angela - Bauhaus

Ambassadors

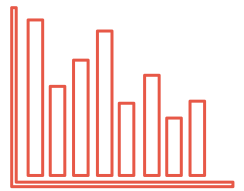
Adewunmi, Stephen - Tutor Doctor
Allen, Payton - Miss Rooster Days 2019
Been, Scott - Fast Signs
Bolton, Kaite - Epic Connection Chiropractic
Butler, Ronda- Chinowth & Cohen
Dean, Brian - BluePrint Advertising
DeLeon, Celia - Farmers Insurance
Evetts, Stan - Country Financial

Holman, David - 3 Delta Window Solutions
Holman, Melissa - Aspen Plumbing LLC
Maier, Angela - Oklahoma Farm Bureau
McCollough, Tammy - NetLink Solutions
McKee, Sean - Flat Branch Home Loans
Meadows, Brena - YMCA
Mobley, Johnny - OMNI Mechanical
Moeller, Stephen - Grief Recovery Resources
Pickel, David - Brightway Insurance
Scrimsher, Mike - Royal Printing
Seing, Dawn - McGraw Realtors
Snodgrass, Cindy - Huntington Learning Center
Tomlinson, Scott - Jim Norton Chevrolet
Winkle, Lori - Jan-Pro
Yingst, Dianna - AFLAC

Ambassadors visiting the Broken Arrow Nursing Home on December 4th and delivering gifts



Social Media 2019



33,639

Followers



1,717

Followers



3,034

Followers



488

Followers



559

Posts



365

Posts



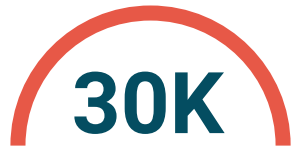
349

Tweets



172

Posts



30K

Engagements



4.9K

Engagements



311

Engagements



1.3K

Engagements



223

Clicks



278

Views



57

Clicks



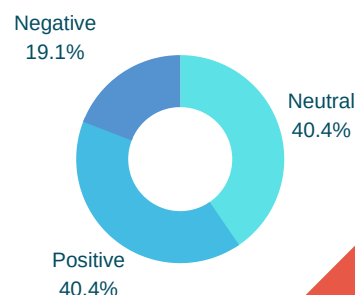
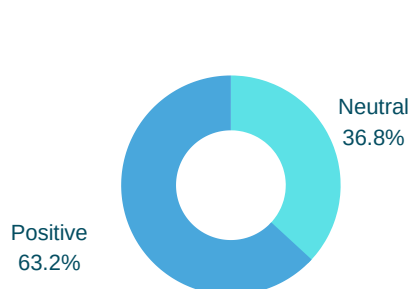
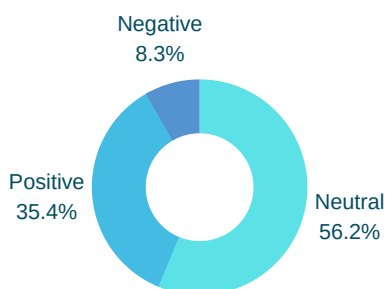
1.6K

Clicks

Inbound Messages by
Sentiment

Inbound Messages by
Sentiment

Inbound Messages by
Sentiment



Thank you to our 2019 Sponsors

2019 Major Investors



2019 Silver Investors



2019 Bronze Investors



All 2019 Investors

Aaron Lee Agency- Allstate

Additive Systems Inc.

Advance Alarms, Inc.

Air Assurance Company

Air Hygiene International, Inc.

Airco Service, Inc.

B.A. Tobacco Outlet

BA Flooring and Design

Battle Creek Golf Club

BELLAsmiles Photo Booth Rental

Blueprint Digital Publishing

Breathe Modern Dentistry

Brock & Associates

Broken Arrow Brewing Company

Broken Arrow Family Drug

Broken Arrow Family Drug North

Broken Arrow Neighbors

Carefirst Pharmacy Inc.

Central Park Tag Agency

Chinowth & Cohen Realtors

Collision Works of Broken Arrow

Communication Federal Credit Union

COUNTRY® Financial- Stan Evetts

Cowan Group Engineering, LLC

Flawless Smile Dentistry

Fleet Feet Sports Broken Arrow

Forest Ridge Golf Club

GH2 Architects, LLC

Greater Tulsa Reporter Newspapers

Hampton Inn-Broken Arrow

Harmon Insurance

Hayhurst Funeral Home

Hercules Tire Sales

High Tower Business Solutions LLC

Huntington Your Tutoring Solution

Jade on Main

Jade Treasures

Jan Pro of Tulsa

JD Young

KKT Architects, Inc.

L3

LDKerns Contractors

Mabrey Bank

Mattress Firm- Lynn Lane

Miss Helen's Private School

Mortgage Solutions Financial

Nabholz Construction Corporation

Nelson Nissan

NetLink Solutions

News on 6 Outdoor

Oseco

Preferred Office Technologies

Premier Consulting Partners

Rapid Application Group

Rise Armament

Robertson Tire Company

Royal Printing & Copy Centers

Santa Fe Cattle Co.

Shelter Insurance - Joe Howard

St. John Broken Arrow

Star Jewelers

State Farm Insurance- Todd Brown Agency

Stitch Grass Mgmnts LLC dba Burger King

Stogies Cigar House and Cocktails

Switch Grass Mgmnts LLC dba Burger King

Tate Boys Tire & Service

The Robson Companies/Forest Ridge

ThinAirCreative, Inc.

Thru The Cellar Door Wine and Spirits

Tulsa Drillers

Tulsa Habitat for Humanity

Valley National Bank

Vast

Western Sun Federal Credit Union

Winches, Inc.

World Travel Service, LLC

Xtreme Racing & Entertainment

BROKEN ARROW

CHAMBER of COMMERCE

Brand Promise

The Broken Arrow Chamber of Commerce is a Partner to and advocate for all members of our business community. We exist to provide necessary and vital resources to businesses of every shape and size - from mom-and-pops to corporations, from start-ups to local institutions.

Through innovation, we lead our community forward while never forgetting who we are. Members of the Chamber and our business community trust that they can always find the support they need from a friendly, accessible organization whose sole purpose is to help them succeed.

Our door is always open. We're here to help.

Tagline

Where business grows, the community thrives.

Mission

The Broken Arrow Chamber provides the support and resources our business community needs, so that together we create an environment in which every business from entrepreneurs to corporations are able to thrive. We are the leading voice and advocate for business because when Broken Arrow businesses grow, the entire community thrives.

Meet the Staff

Jennifer Conway

President and CEO of the
Chamber and EDC

Darla Heller

Vice President of
Economic Development

Jessica Mugg

Events and
Communications Director

Michelle Ondak

Economic Development
Director of Marketing and
Research

Lori Lewis

Investor Relations
Manager

Eric Alley

Finance and Assets
Manager

Jason Stephens

Business Development
Manager

Alex Risenhoover

Communications and Marketing
Manager

Ashley Donnell

Executive Assistant

LaTonya Cundiff

Project Manager

Lesla Smaligo

Lobbyist

Visit bachamber.com for each person's contact information.